



03/15/01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
REQUEST FOR FILING APPLICATION UNDER 37 CFR 1.53(b)
WITHOUT FILING FEE OR EXECUTED INVENTOR'S DECLARATION**

Assistant Commissioner for Patents
Washington, DC 20231

Atty. Dkt. 1418-25

Date: March 15, 2001

Sir:

J1040 U.S. PTO
09/808415
03/15/01

This is a request for filing a new PATENT APPLICATION under Rule 53(b) entitled:
METHOD OF MEASURING BRAND EXPOSURE AND APPARATUS THEREFOR
without a filing fee and/or without an executed inventor's oath/declaration.

This application is made by the below identified inventor(s). Attached hereto are the following papers:

- ☒ An abstract [one page] together with
25 pages of specification and claims including
36 numbered claims and also attached is/are
5 sheets of accompanying drawings. **Figures 1-12**
☒ This application is based on the following prior foreign application(s):

Application No.**Country****Filing Date**

0006275.2

United Kingdom

March 15, 2000

respectively, the entire content of which is hereby incorporated by reference in this application, and priority is hereby claimed therefrom.

- ☐ This application is based on the following prior provisional application(s):

Application No.**Filing Date**

respectively, the entire content of which is hereby incorporated by reference in this application, and priority is hereby claimed therefrom.

- ☐ Certified copy/ies of foreign applications attached.
☐ This application is a ☐ continuation/☐ division/☐ continuation-in-part of application Serial No. , filed
☐ Please amend the specification by inserting before the first line: --This application is a ☐ continuation/☐ division/☐ continuation-in-part of application Serial No. , filed , the entire content of which is hereby incorporated by reference in this application.--
☐ Please amend the specification by inserting before the first line: --This is a continuation of PCT application No. , filed , the entire content of which is hereby incorporated by reference in this application.--
☐ Please amend the specification by inserting before the first line: --This application claims the benefit of U.S. Provisional Application No. , filed , the entire content of which is hereby incorporated by reference in this application.--
☐ Preliminary amendment to claims (attached hereto), to be entered before calculation of the fee.
☐ Also attached: ☐ **Information Disclosure Statement** ; ☐ **Non-Publication Request**; ☐ **Other**:

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2. Inventor: (first) MI (last) (citizenship)
Residence: (city) (state/country)
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☐ *See attached sheet(s) for additional inventor(s) information!!*

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